

COUNTY OF CAMERON**EMPLOYMENT OPPORTUNITY**

DATE: September 21, 2018

DEADLINE: Until Filled

- POSITION:** **DIRECTOR OF MARKETING & MANAGEMENT– COUNTY VENUES**
- JOB LOCATION:** Cameron County Event Center
(33174 State Park Road 100, S. P. I., TX)
- SALARY:** D. O. Q.
- QUALIFICATIONS:** Bachelor’s Degree in business with experience in entertainment sales, marketing and venue management preferred. Two (2) to five (5) years of related experience. Must have strong business acumen, leadership, presentation and telecommunication skills, and be a problem solving and analytical individual. Must be a results driven person with strategic thinking skills. Ability to communicate effectively with diverse groups of individuals utilizing tact and diplomacy; ability to effectively respond to questions and complaints; ability to establish and maintain effective working relationships with County employees, elected officials, governmental representatives, constituents, outside agencies and the general public. May be required to work more than 40 hours during the workweek.
- DESCRIPTION OF DUTIES:** Responsible for planning and implementing sales, marketing and product development programs, both short and long range, for current and future Cameron County venues. Develops and implements booking, marketing, and sales plans and forecasts to achieve objectives for products/services. Develops and manages sales/marketing and operational budgets. Plans and oversees advertising and promotion activities. Oversees daily operations of facility and staff. Develops pricing strategies and controls marketing results. Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions. Establishes and maintains relationships with industry influencers and key strategic partners and represents product at trade shows and association meetings. Responsible for corporate image of products in promotional material and events. Assists in negotiating contracts with vendors and distributors to manage venues and products. **Responsible for all elements of event planning, including identifying event logistics and negotiating contracts.** Responsible for terms and event requirements such as accommodations, concessions, transit, security and other needs of persons utilizing the product. This is not a Civil Service covered position.
- BENEFITS:** Cameron County Offers Excellent Fringe Benefits, Including: Health and Life Insurance Protection, Sick and Annual Leave, Retirement System and Paid Holidays. Cameron County has a mandatory direct deposit payroll program.
- HOW TO APPLY:** Cameron County
Human Resources/Civil Service/Safety Risk Dept.
1100 East Monroe Street Suite 118
Brownsville, TX 78520
- AA/EEO/MFD EMPLOYER**